

FILE

WEEK OF  
Nov. 23, 1959

# fashion calendar

january

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february

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january - 1960

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february - 1960

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march - 1960

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december

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 20, 1959</u>			
Thursday Nov. 19 12:30 P.M. Luncheon	LUNCHEON SHOWING OF HOLIDAY FASHIONS Showing of Holiday fashions by Mort Schrader. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 2241. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Schrader Contact: Betty Yarmon, LO. 4-9194.	MORT SCHRADER (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
<u>WEEK BEGINNING MONDAY, NOVEMBER 23, 1959</u>			
Thursday Nov. 19 4:00 P.M.- 7:00 P.M.	PREVIEW OF MEN'S HOLIDAY COLLECTION Open house preview of men's Holiday fashions at the Alfred Norton redecorated shop. By invitation. Publicity: Robert L. Green, 219 E. 48th St., PL. 3-1640.	ALFRED NORTON LTD.	54 WEST 50TH STREET (AT ROCKEFELLER PLAZA)
Thursday Nov. 19 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "Jewel Ball" -- twelfth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Melvin E. Dawley, Reservations: \$100.00 each. Contact: TR. 9-5500, Ext. 381.	COSTUME INSTITUTE- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Friday Nov. 20 5:00 P.M. Cocktails	AD WOMEN TO TOAST "FABULOUS FIFTIES" The Ad Women feel "this passing decade has witnessed so many exciting inventions, innovations and improvements affecting our way of life that it deserves the special salute of ad people everywhere." Tickets: \$5.00; Contact: Ruth Harms, TE. 8-0030.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA STARLIGHT ROOF

Monday Nov. 23 - Dec. 5	EXHIBITION - AN ADVERTISING CAMPAIGN Exhibition of new style in promotion by Leslie Stewart, Robert Dawson and Richard Avedon. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Nov. 24 9:30 A.M.	PRESS PREVIEW OF HOLIDAY LINGERIE Preview for press of Elizabeth Arden's Holiday lingerie. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday Nov. 24 1:00 P.M.- 4:00 P.M.	OPEN HOUSE RECEPTION IN NEW OFFICES Mr. Edward Russell Jr., president, I. Miller & Sons Co., invites the press to a reception at the opening of their new offices in Corning Glass Building. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th, EL. 5-7872.	I. MILLER & SONS CO.	717 FIFTH AVENUE 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 24 6:30 P.M.- 9:00 P.M.	FASHION SHOWS -- FASHION CAREER COURSE Speakers: Vera Bacal, Vera Bacal Publicity; Edith Battles, Woodward & Lothrop; Walter Hazeltine, Designer; Edith Raymond, Mademoiselle Magazine. Price: \$3.50. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING AUDITORIUM 29 WEST 39TH STREET
Wednesday Nov. 25 9:30 A.M. Coffee	PRESS PREVIEW OF NEW GIFT SHOP Press preview of Ohrbach's new gift shop, including antiques, imports, ceramics, glassware, silver and original paintings. By invitation. Publicity: Mark Klausner, OX. 5-4000.	OHRBACH'S	3RD FLOOR GIFT SHOP
Thursday Nov. 26 9:45 A.M.	THIRTY-THIRD ANNUAL THANKSGIVING DAY PARADE Macy's Annual Thanksgiving Day Parade, with stars of film and television, spectacular floats, bands, cowboys, clowns and costumed marchers. Three huge balloons will again be filled with helium this year. The parade will arrive at the reviewing stand in front of Macy's from 11:00 A.M. to 12:00 Noon. Contact: Joe Hanley, Special Events Manager, OX. 5-4400, Ext. 3078.	MACY'S NEW YORK	FROM 77TH STREET AND CENTRAL PARK WEST
Sunday Nov. 29 - Dec. 3	SPRING AND SUMMER SHOE FASHIONS The 23rd semi-annual showing of popular price shoe fashions for men, women, teenagers, and children, co-sponsored by The Nat'l. Assn. of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Publicity: Rea Lubar, 6 East 39th St., MU. 5-4997.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN & TRADE BLDG.
Tuesday Dec. 1 12:15 P.M. Luncheon	CHRISTMAS LUNCHEON FOR "FRESH AIR FUND" Annual Christmas luncheon for benefit of N.Y. Herald Tribune "Fresh Air Fund". Tickets: \$7.50 (including gift). Contact: Ruth Harms, 140 East 63rd Street, TE. 8-0030.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR GRAND BALLROOM
Wednesday Dec. 2 9:00 A.M. Breakfast	PREVIEW: CHILDREN'S AND INFANTS' KNITWEAR Preview of Carter's Spring and Summer collection of children's, infants' and toddlers' knit underwear, sleepwear and outerwear. Showing at 9:30 A.M. By invitation. Publ.: Lois Gifford, at BBD&O, EL. 5-5800. (Resident buying offices at 3:00 P.M. Cont. Carlene Upchurch, MU 5-4780).	WM. CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
Wednesday Dec. 2 4:00 P.M.	"EAST MEETS WEST" DESIGNER COLLECTION Press preview of complete collection of Japanese-designed clothes for American women in Japanese cotton. Showing at 4:30 P.M. By invitation. Publicity: Nona Lou Green at Ruder & Finn, PL. 9-1800.	JAPAN- U. S. TEXTILE INFORMATION SERVICE	HOTEL PIERRE TEAKWOOD ROOM
Thursday Dec. 3 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT ANNUAL MEETING Annual Meeting and Children's Show-- "Nursery Rhymes Fashions" by distinguished children's designers. Co-chairmen: Jane Stark, Look Magazine and Rae Crespin, Harper's Bazaar. Tickets: \$8.00, members; \$10.00, guests. (Please bring a Christmas gift for Children's Aid Society. Mark package as to contents and size, if clothing). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 3 12:30 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON	MARTHA, INC.	HOTEL PLAZA TERRACE ROOM
	Luncheon showing of Holiday and Resort originals by Martha. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000, Ext. 2241. Martha Contact: PL. 3-8335. Plaza Fashion Director: Mary Ann Rice, CI. 6-1790.		
Thursday Dec. 3 7:00 P.M. Dinner	DINNER TO HONOR "KEY WOMEN OF THE YEAR"	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	HOTEL COMMODORE GRAND BALLROOM
	Quarter of a Century of Achievement dinner, honoring Nettie Rosenstein and Tobe. Also Key Women awards will be given to Dr. Leona Baumgartner, Miss Jane Pickens and the Honorable Caroline K. Simon. Price: \$8.50. Contact: Toni Sorel, PL. 1-1000, Ext. 357.		
Sunday Dec. 6- Dec. 10	DISPLAY MARKET WEEK IN N.Y.	NATIONAL ASS'N OF DISPLAY INDUSTRIES	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
	Trade showing of Spring and Easter display products. Contact: Gabriel Valenti, BR. 9-0460.		
Monday Dec. 7 5:00 P.M. 7:00 P.M. Cocktails	SHOWING OF SKETCHES BY NEW DESIGNERS	JEANNE CAMPBELL; JOHN WEITZ	1407 BROADWAY JOHN WEITZ - 8TH FLOOR
	Jeanne Campbell and John Weitz introduce two new design talents through a showing of sketches. This is the second in this series of showings. By invitation for press, retailers, manufacturers, textile mills. Contact: LO. 3-4920.		
Wednesday Dec. 9 9:00 A.M. 12:00 Noon	SPRING-INTO-SUMMER JUNIOR DRESS COLLECTION	DARLYN JUNIOR, INC.	1400 BROADWAY SHOWROOM - 6TH FLOOR
	- Open-house breakfast showing for press and buyers. By invitation. Publicity: Ken R. Williams, 51 West 35th St., WI. 7-4471.		
Wednesday Dec. 9 12:30 P.M. Luncheon	"HOLIDAY FASHION WRAP-UP" AT LUNCHEON	REYNOLDS METALS CO.; VOGUE PATTERN CO.	HOTEL PIERRE ROOF GARDEN
	Reynolds Metals Co. will present Holiday fashions featuring aluminum yarn, styled in Vogue Printed Patterns, plus aluminum foil gift wrapping for the holidays from Reynolds "Designs for Giving" collection. Press by invitation. Public by reservation. Contact: "Andre", TE. 8-8000. Reynolds Public Relations: Irma Rabbino, EL. 5-7700. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Wednesday Dec. 9 3:30 P.M. Cocktails	PREVIEW OF SPRING COORDINATES AND PANTS	PHIL ROSE OF CALIF. & PANTS INTERNATIONALE	1407 CLUB 1407 BROADWAY
	Coordinated active Spring sportswear by Phil Rose of California. Contact: Sylvia Shields, LO. 3-0580. Also, "Pantarama" by Pants Internationale. Contact: Lenore Ellen, BR. 9-1722.		
Thursday Dec. 10 9:30 A.M. Breakfast	PRESS BREAKFAST: RESORT FASHION SHOW	PECK & PECK	260 PARK AVENUE SOUTH AT 20TH STREET
	"South American Holiday"--Panagra cottons by Everfast--preview for press of Peck & Peck's Resort fashions, 6th Floor, Conference Room. By invitation. Publicity: Xenia Bank, OR. 3-4700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 10 12:30 P.M. Luncheon	RESORT COTTONS BY LEADING DESIGNERS Showing of Resort cotton fashions by leading designers. Press by invitation. Public by reservation. Contact: "Banquet Dept." PL. 9-3000, Ext. 2241. Galey & Lord Publicity: Rosemary Sheehan, MU. 5-1280. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GALEY & LORD	HOTEL PLAZA TERRACE ROOM
Tuesday Dec. 15- Dec. 17	SHOE FABRICS FOR FALL WINTER '60 Showing of shoe fabrics for Fall and Winter '60. Publicity: Rea Lubar, MU. 5-4997.	NAT'L SHOE FABRICS ASSN.	HOTEL NEW YORKER
Thursday Dec. 17- Dec. 18	56TH SEMI-ANNUAL LEATHER SHOW Scheduled two months ahead of past shows, the Fall-Winter 1960 Leather Show will preview new colors, textures and treatments for Fall shoes and accessories, ten months in advance of the retail season. <u>Press show, Dec. 17 at 10:00 A.M.</u> Exhibit hours: Dec. 17--9:00 A.M. to 7:00 P.M.; Dec. 18--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	STATLER-HILTON HOTEL BALLROOM
Monday Dec. 21 9:30 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL The 24th Annual Christmas Ball for benefit of New York Infirmary. By invitation. N.Y. Infirmary Contact: Lois Best, OX. 7-9575.	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS (Friday)		
Jan. 1	NEW YEAR'S DAY (Friday)		
Monday Jan. 4 10:00 A.M.	PREVIEW OF SPRING HAT COLLECTION Sally Victor will preview her Spring millinery collection to the press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday Jan. 4 5:30 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery collection to the press and buyers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILION
Tuesday Jan. 5 9:00 A.M. Breakfast	PREVIEW OF SPRING MILLINERY COLLECTION Mr. Arnold will preview his Spring millinery collection for the press and buyers. By invitation. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD (19 WEST 57TH STREET)	HOTEL PLAZA RENDEZVOUS ROOM
Tuesday Jan. 5 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY William J will present his Spring millinery to the press. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday Jan. 5 7:00 P.M. Dinner	ADVANCE PREVIEW OF SPRING HATS The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Spring hats by the Millinery Creators of America. For buyers, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	WALDORF-ASTORIA BALIROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 6 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Spring millinery collections of Irene and Rivera will be presented to the press. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday Jan. 6 11:30 A.M.	PREVIEW: READY-TO-WEAR, HATS & COIFFURES Preview of Walter Florell Spring millinery, ready-to-wear and coiffures for the press. By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
Thursday Jan. 7 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Mr. John will preview his Spring hats, couture, furs and accessories to the press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Friday Jan. 8 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING MILLINERY Preview for press and resident buyers of the Vincent-Harmik Spring millinery collection. By invitation. Contact: Vincent Berg, IE. 5-8846.	VINCENT-HARMIK	331 EAST 65TH STREET
Sunday Jan. 10- Jan. 14	FORTY-NINTH ANNUAL CONVENTION "Start the 60's Right"-- theme of 49th annual convention which will include 35 discussion sessions, the annual banquet of the Association, the annual dinner of the NRMA's Smaller Stores Division and the annual luncheon of the Association of Buying Offices--forum style worker meetings with featured addresses by leading figures. Contact: Stephen K. Small, Public Relations Director, 100 West 31st St., CH. 4-8780.	NAT'L RETAIL MERCHANT ASS'N (100 WEST 31ST ST.)	STATLER HILTON HOTEL
Monday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY The local press will be invited to preview John Frederics' Spring millinery and sportswear. By invitation. Contact: Miss Blanche, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR

#### OPENINGS OF SPRING COLLECTIONS IN ROME, FLORENCE, LONDON, PARIS

Wednesday Jan. 13- Jan. 17	OPENING OF ROME COUTURE COLLECTIONS Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
Monday Jan. 18- Jan. 22	OPENING OF FLORENCE COUTURE COLLECTIONS Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.	CENTRO DI FERENZE LA MODA	FLORENCE, ITALY
Tuesday Jan. 19- Jan. 21	OPENING OF LONDON COUTURE FASHIONS Designers include: Hardy Amies, John Cavanagh, Charles Creed, Norman Hartnell, Lachasse, Mattli, Michael, Digby Morton, Ronald Paterson, Michael Sherard, Victor Stiebel, Worth. (Specific dates to be announced later.) Contact: Ann Ryan, 461 Old Bond Street, London, W.I.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Beginning Monday Jan. 25	TENTATIVE OPENING: PARIS COUTURE COLLECTIONS Contact: Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

MUSIC...MOVIES...THEATRE...OPERA

Thursday  
Nov. 19      OPENING: "ONLY IN AMERICA"      CORT THEATRE, 138 W. 48TH STREET  
Jerome Lawrence and Robert E. Lee adaptation of the best-selling book by Harry Golden. Featuring Nehemiah Persoff, Sheppard Strudwick and Enid Markey. Director: Herman Shumlin. Settings: Peter Larkin. Costumes: Ruth Morley. Publicity: Reuben Rabinovitch, IA. 4-1839.

Monday  
Nov. 23      OPENING: "FIORELLO"      BROADHURST THEATRE, 235 W. 44TH STREET  
Robert E. Griffith and Harold S. Prince will present a new musical, based on the life of the late Mayor Fiorello H. LaGuardia. Scenery and costumes: William and Jean Eckart. Publicity: Jacobson-Harmon, CH. 4-1482.

Monday  
Nov. 23      FIFTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, B'WAY & 39TH STREET  
Mon., Nov. 23: Bizet's CARMEN. Tues., Nov. 24: Verdi's LA TRAVIATA.  
Wed., Nov. 25: Strauss' THE GYPSY BARON. Thurs., Nov. 26: Puccini's MADAMA BUTTERFLY. Fri., Nov. 27: Mascagni's CAVALIERIA RUSTICANA.  
Sat. Mat., Nov. 28: 2:00 P.M. Verdi's AIDA. Sat., Nov. 28: 8:00 P.M. Mozart's LE NOZZE DI FIGARO. Publicity: Francis Robinson, PE. 6-1200.

Monday  
Nov. 23  
8:30 P.M.      "NIGHT OF STARS"      MADISON SQUARE GARDEN, 50TH STREET & 8TH AVENUE  
Max Wolff once again acts as producer-director of the annual event. Proceeds will go to the United Jewish Appeal. Tickets: \$2.00, \$3.00, \$5.00, \$7.50. Publicity: Dave Lipsky, CH. 4-5185.

Tuesday  
Nov. 24      OPENING: "LYSISTRATA"      PHOENIX THEATRE, 2ND AVE. AT 12TH STREET  
T. Edward Hambleton and Stuart Vaughan present Aristophanes' famous comedy of the war between the sexes. A new version by Dudley Fitts. Cast: Nan Martin, Don Madden, Gerry Jedd. Director: Jean Gascon. Music: David Amram. Choreography: John Waller. Settings and Costumes: Will Steven Armstrong. Publicity: Ben Kornzweig, JU. 2-2490.

Saturday  
Nov. 28      OPENING: "A LOSS OF ROSES"      CORONET THEATRE, 230 WEST 49TH STREET  
Saint Subber and Lester Osterman present a play by William Inge. Cast: Betty Field, Carol Haney, Warren Beatty. Director: Daniel Mann. Lighting: Abe Feder. Music: Robert Emmett Dolan. Settings: Boris Aronson. Costumes: Lucinda Ballard. Publicity: Harvey Sabinson, JU. 2-4747.

Wednesday  
Dec. 2      OPENING: "FIVE FINGER EXERCISE"      MUSIC BOX THEATRE, 239 WEST 45TH STREET  
Featuring: Jessica Tandy, Roland Culver, Michael Bryant, in the play by Peter Shaffer. Produced by Frederick Brisson & The Playwrights Co. Settings: Oliver Smith. Lighting: Tharon Musser. Director: John Gielgud. Publicity: William Fields, PL. 3-7500.

Thursday  
Dec. 3      OPENING: "SILENT NIGHT, LONELY NIGHT"      MOROSCO THEATRE, 217 W. 45TH STREET  
Starring Henry Fonda, Barbara Bel Geddes and Bill Bergen, the Playwrights Company presents Peter Glenville's production of the play by Robert Anderson. Designed & Lighted by Jo Mielziner. Costumes: Theoni V. Aldredge. Publicity: William Fields, PL. 3-7500.

Monday  
Dec. 7      OPENING: "SARATOGA"      WINTER GARDEN THEATRE, B'WAY AT 50TH STREET  
Robert Fryer presents The Morton Da Costa musical based on Edna Ferber's novel "Saratoga Trunk". Starring Howard Keel and Carol Lawrence. Music: Harold Arlen. Lyrics: Johnny Mercer. Choreographer: Ralph Beaumont. Settings and Costumes: Cecil Beaton. Publicity: Arthur Cantor, LO. 3-4370.